Mr. Robert Kovanes has opened a new ice cream store at 61 “A” North Broadway in Tarrytown, called “Brain Freeze.” The official opening came in August of this year along with the unusual store name which was developed by Bob’s eight-year old son, Zachary. Bob is no stranger to the ice cream store business. His family once owned four stores at the same time in the ‘80’s. Their current supplier is a well known firm called Nasto’s out of Newark, NJ, and their current fare includes ice cream cakes to order, individual cones with all flavors, sundaes and shakes. There is outside seating in the summer months and plenty of seating inside the store in the colder months.

In addition to Bob being in the store in the evenings and on the weekends, he has help from Roslyn and Angelica, both seniors at Sleepy Hollow High School and sophomore, Ellen.

Brain Freeze’s Tarrytown phone number is (914) 333-1303.